

SERFF Tracking Number: GRWE-127837319 State: Arkansas
Filing Company: Great-West Life & Annuity Insurance Company State Tracking Number: 50295
Company Tracking Number: PPVUL DB REV
TOI: L06I Individual Life - Variable Sub-TOI: L06I.002 Single Life - Flexible Premium
Product Name: PPVUL DB REV
Project Name/Number: PPVUL DB REV/

Filing at a Glance

Company: Great-West Life & Annuity Insurance Company

Product Name: PPVUL DB REV

SERFF Tr Num: GRWE-127837319 State: Arkansas

TOI: L06I Individual Life - Variable

SERFF Status: Closed-Approved-
Closed State Tr Num: 50295

Sub-TOI: L06I.002 Single Life - Flexible
Premium

Co Tr Num: PPVUL DB REV

State Status: Approved-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Authors: Tanya Gonzales, Alicia
Uttley, Derek Smith

Disposition Date: 11/28/2011

Date Submitted: 11/18/2011

Disposition Status: Approved-
Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: PPVUL DB REV

Status of Filing in Domicile: Not Filed

Project Number:

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: Exempt in state of
domicile.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 11/28/2011

Deemer Date:

State Status Changed: 11/28/2011

Submitted By: Alicia Uttley

Created By: Alicia Uttley

Filing Description:

Corresponding Filing Tracking Number:

Individual Life Submission, Individual Flexible Premium Variable Universal Life Policy

Revised page 12, Form PPVULrev2

Company and Contact

Filing Contact Information

Tanya Gonzales, Associate Manager,

tanya.gonzales@gwl.com

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Contracts

8515 E. Orchard Rd. 8T2 800-537-2033 [Phone] 75829 [Ext]
 Greenwood Village, CO 80111 303-737-5444 [FAX]

Filing Company Information

Great-West Life & Annuity Insurance Company CoCode: 68322 State of Domicile: Colorado
 8515 East Orchard Road Group Code: 769 Company Type:
 Greenwood Village, CO 80111 Group Name: State ID Number:
 (303) 737-3992 ext. [Phone] FEIN Number: 84-0467907

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: 1 form x 50.00 = 50.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Great-West Life & Annuity Insurance Company	\$50.00	11/18/2011	53899275

SERFF Tracking Number: GRWE-127837319 State: Arkansas
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TOI: L061 Individual Life - Variable Sub-TOI: L061.002 Single Life - Flexible Premium
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	11/28/2011	11/28/2011

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Disposition

Disposition Date: 11/28/2011

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Actuarial Memo		No
Supporting Document	Cover Letter		Yes
Form	POLICY PAGE 12		Yes

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Form Schedule

Lead Form Number:

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	PPVULrev2	Policy/Cont	POLICY PAGE 12 ract/Fratern al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Initial			PPVULrev2 pg 12.pdf

Death Benefit Provisions

DEATH BENEFIT PROVISION

The Death Benefit option for this policy as of the Issue Date is shown on Page 1. The Death Benefit is determined by the option in effect at the Insured's date of death.

Option 1: Level Death

The Death Benefit will be the greater of:

- a) the Face Amount shown on Page 1, less any partial withdrawals; or
- b) the Policy Value Account on the Insured's date of death times the applicable Factor shown in the Table on Page 2b.

The Death Benefit will be reduced by the amount of any outstanding loans and loan interest accrued.

Option 2: Coverage Plus

The Death Benefit will be the greater of:

- a) the Face Amount shown on Page 1, plus the Policy Value Account on the Insured's date of death; or
- b) the Policy Value Account on the Insured's date of death times the applicable Factor shown in the Table on Page 2b.

The Death Benefit will be reduced by the amount of any outstanding loans and loan interest accrued.

CHANGE OF DEATH BENEFIT OPTION

After the first policy year, but not more than once each policy year, the Owner may change the Death Benefit option by Request. Any change will be effective on the first day of the policy month following the date the Company approves the Request. A maximum fee of \$100 will be deducted from the Policy Value Account for each change.

A change in the Death Benefit option is subject to the following conditions:

- If the change is from Option 1 to Option 2, the amount payable upon the death of the Insured will remain the same and the new face amount, at the time of the change, will equal the prior face amount less the Policy Value Account. Evidence of Insurability may be required.
- If the change is from Option 2 to Option 1, the amount payable upon the death of the Insured will remain the same and the new face amount, at the time of the change, will equal the prior face amount plus the Policy Value Account.

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Supporting Document Schedules

	Item Status:	Status Date:
Bypassed - Item: Flesch Certification		
Bypass Reason: Product is exempt from Flesch certification since it is registered with the SEC.		
Comments:		

	Item Status:	Status Date:
Bypassed - Item: Application		
Bypass Reason: Not applicable. Policy insert page only.		
Comments:		

	Item Status:	Status Date:
Satisfied - Item: Life & Annuity - Actuarial Memo		
Comments:		
Attachment: PPVUL Actuarial Memo 2011_updated DB.pdf		

	Item Status:	Status Date:
Satisfied - Item: Cover Letter		
Comments:		
Attachment: AR.pdf		



8515 East Orchard Road
Greenwood Village, CO 80111 Tel. (303) 737-3000
Address mail to: P.O. Box 1700, Denver, CO 80201
www.gwla.com

November 18, 2011

Arkansas Department of Insurance
1200 West Third Street
Little Rock, AR 72201-1904

NAIC #769-68322

RE: Limited Filing
Individual Life Submission, Individual Flexible Premium Universal Life Policy
Revised page 12, Form PPVULrev2

Enclosed for your review and approval is the above referenced page. This page, included in policy form PPVULsa-CSO, was recently revised and approved in your state on June 7, 2011 under SERFF filing number GRWE-127174695. The base policy, Form PPVULsa-CSO, has never been issued in your state since its approval on June 9, 2008 under SERFF filing number GRWE-125682152.

This policy page is being updated to simplify the death benefit option. The language is now consistent with the language provided in the private placement memorandum which the Policy Owner is required to sign prior to issue.

This policy is a nonregistered restricted security as defined under Regulation D of the Securities Act of 1933 ("Regulation D"). To be eligible for this policy, the Owner must be a Qualified Purchaser qualifying either as an "Accredited Investor" defined in Regulation D or as a "Qualified Purchaser" as defined in Section 3(c)(7) of the Investment Company Act of 1940, or both. There is no prospectus required by the SEC in the sale of this policy. A private placement memorandum is required instead.

This is an individual life policy sold through duly licensed agents to sophisticated buyers who are Qualified Purchasers in the Corporate Owned Life Insurance market.

We have also included a revised actuarial memorandum revising only this death benefit option provision.

The forms submitted are:

- are in final printed form;
- are being submitted in all states where we are licensed;
- are exempt from Flesch Readability requirements because these product are registered with the Securities & Exchange Commission; and
- are exempt from filing in Colorado, our state of domicile, pursuant to Regulation 5-92. Colorado requires a fee to be paid each February 28th based on our Company's direct written premium. If appropriate, a retaliatory fee has been paid in your state in conjunction with your annual premium tax return.

We reserve the right at any time to make non-material changes to this form, including (but not limited to) paper stock, type face (but not font size) and page layout made necessary by unavoidable changes.

To the best of our knowledge, this submission complies with your state laws and regulations. We look forward to your approval. If you have any questions or concerns, please feel free to contact me.

Sincerely,

A handwritten signature in black ink that reads "Tanya D. Gonzales". The signature is written in a cursive style with a large initial 'T' and 'G'.

Tanya D. Gonzales

Manager, Individual Markets

(FAX) 303-737-5829

(PHONE) 800-537-2033, extension 75829

E-MAIL: Tanya.gonzales@gwl.com